CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Shorr, Johnson, Magnus
1831 Chestnut St.
Suite 602
Philadelphia, PA 19103

Contract / Revision: 361418 /		Alt Order #:
Product: **Tammy Baldwin**		
Contract Dates: **10/16/12 - 10/22/12**	Estimate #:	
Advertiser: **Baldwin/D/US Senate**		Original Date / Revision: 10/08/12 / 10/08/12
Billing Cycle: EOM/EOC	Billing Calendar: Broadcast	Cash/Trade: Cash
Station: **WTMJ**	Account Executive: Anjanette Brady	Sales Office: Petry-Philadelph
Special Handling:		
Demographic: Households		
IDB#:	Advertiser Code: TBFS	Product Code:
Agency Ref:		Advertiser Ref:

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/16/12	10/19/12	Live at Daybreak	6a-7a		:30			NM	8	$5,200.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 8	Rate $650.00						
N 2	WTMJ	10/22/12	10/22/12	Live at Daybreak	6a-7a		:30			NM	1	$650.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $650.00						
N 3	WTMJ	10/16/12	10/19/12	Live at Daybreak-Early	5a-6a		:30			NM	4	$1,400.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 4	Rate $350.00						
N 4	WTMJ	10/22/12	10/22/12	Live at Daybreak-Early	5a-6a		:30			NM	1	$350.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $350.00						
N 5	WTMJ	10/16/12	10/19/12	Today Show M-F	7a-9a		:30			NM	8	$4,800.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 8	Rate $600.00						
N 6	WTMJ	10/22/12	10/22/12	Today Show M-F	7a-9a		:30			NM	2	$1,200.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 2	Rate $600.00						
N 7	WTMJ	10/16/12	10/19/12	Noon News Rotation	12n-1p		:30			NM	2	$650.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 2	Rate $325.00						
N 8	WTMJ	10/22/12	10/22/12	Noon News Rotation	12n-1p		:30			NM	1	$325.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $325.00						
N 9	WTMJ	10/16/12	10/19/12	Live at 4:30 News	430p-5p		:30			NM	1	$450.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 1	Rate $450.00						
N 10	WTMJ	10/22/12	10/22/12	Live at 4:30 News	430p-5p		:30			NM	1	$450.00
Week:		Start Date 10/22/12	End Date 10/28/12	Weekdays M------	Spots/Week 1	Rate $450.00						
N 11	WTMJ	10/20/12	10/20/12	Live at 6 Saturday	6p-630p		:30			NM	1	$500.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -----S-	Spots/Week 1	Rate $500.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

Contract / Revision	Alt Order #
361418 /	

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Tammy Baldwin	

Advertiser	Original Date / Revision
Baldwin/D/US Senate	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WTMJ	10/16/12	10/19/12	Live at 4:00 News	4p-430p		:30			NM	2	$800.00
Week:		10/15/12	10/21/12	-TWTF--	2	$400.00						
N 13	WTMJ	10/22/12	10/22/12	Live at 4:00 News	4p-430p		:30			NM	1	$400.00
Week:		10/22/12	10/28/12	M------	1	$400.00						
N 14	WTMJ	10/16/12	10/19/12	Live at 5 News	5p-530p		:30			NM	2	$1,400.00
Week:		10/15/12	10/21/12	-TWTF--	2	$700.00						
N 15	WTMJ	10/22/12	10/22/12	Live at 5 News	5p-530p		:30			NM	1	$700.00
Week:		10/22/12	10/28/12	M------	1	$700.00						
N 16	WTMJ	10/21/12	10/21/12	Live at 5 Sunday	5p-530p		:30			NM	1	$500.00
Week:		10/15/12	10/21/12	------S	1	$500.00						
N 17	WTMJ	10/16/12	10/19/12	Live at 6 News	6-630p		:30			NM	2	$1,500.00
Week:		10/15/12	10/21/12	-TWTF--	2	$750.00						
N 18	WTMJ	10/22/12	10/22/12	Live at 6 News	6-630p		:30			NM	1	$750.00
Week:		10/22/12	10/28/12	M------	1	$750.00						
N 19	WTMJ	10/20/12	10/20/12	Live at 5 Saturday	5p-530p		:30			NM	1	$450.00
Week:		10/15/12	10/21/12	-----S-	1	$450.00						
N 20	WTMJ	10/16/12	10/19/12	Access Hollywood	630p-7p		:30			NM	2	$1,000.00
Week:		10/15/12	10/21/12	-TWTF--	2	$500.00						
N 21	WTMJ	10/22/12	10/22/12	Access Hollywood	630p-7p		:30			NM	1	$500.00
Week:		10/22/12	10/28/12	M------	1	$500.00						
N 22	WTMJ	10/17/12	10/17/12	Chicago Fire	9p-10p		:30			NM	1	$2,000.00
Week:		10/15/12	10/21/12	--W----	1	$2,000.00						
N 23	WTMJ	10/21/12	10/21/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	$1,500.00
Week:		10/15/12	10/21/12	------S	1	$1,500.00						
N 24	WTMJ	10/16/12	10/19/12	Tonight Show	1035p-1137p		:30			NM	2	$1,300.00
Week:		10/15/12	10/21/12	-TWTF--	2	$650.00						
N 25	WTMJ	10/22/12	10/22/12	Tonight Show	1035p-1137p		:30			NM	1	$650.00
Week:		10/22/12	10/28/12	M------	1	$650.00						
N 26	WTMJ	10/16/12	10/19/12	Live at 10pm M-F	10p-1035p		:30			NM	2	$3,000.00
Week:		10/15/12	10/21/12	-TWTF--	2	$1,500.00						
N 27	WTMJ	10/22/12	10/22/12	Live at 10pm M-F	10p-1035p		:30			NM	1	$1,500.00
Week:		10/22/12	10/28/12	M------	1	$1,500.00						
N 28	WTMJ	10/21/12	10/21/12	Today Show Sunday	7a-8a		:30			NM	1	$400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

Contract / Revision	Alt Order #
361418 /	

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	Tammy Baldwin	

Advertiser	Original Date / Revision
Baldwin/D/US Senate	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays ------S	Spots/Week 1	Rate $400.00						
N 29	WTMJ	10/21/12	10/21/12	Meet the Press	9am-10am		:30			NM	1	$750.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays ------S	Spots/Week 1	Rate $750.00						
N 31	WTMJ	10/16/12	10/19/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	$100.00
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -TWTF--	Spots/Week 1	Rate $100.00						
								Totals			55	$35,175.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/22/12	55	$35,175.00	$29,898.75
Totals	55	$35,175.00	$29,898.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.